



## INTRODUCTION

This book is a compilation of emails that Todd Coaching, LLC has sent weekly— called (oddly enough) *The Tip of the Week*—to certain coaches, clients and friends. Since they were well received and said to be useful, I decided to make them available to more people through this book.

The purpose of the book is to provide insights and openings for action for the reader/leader who is committed to extraordinary effectiveness. Coaching relationships are critical to that effectiveness.

In my 25 years of coaching basketball at UNLV, the Portland Trail Blazers and a variety of other places, no one ever talked to me about the distinctions in this book. Only in the past 20 plus years that I have been doing work to transform leadership and coaching have I had conversations around the tips in this book.

The intention here is to provide the reader with the tools to meet the every day challenges of being the leader and to support that person in making a profound difference in the lives of others. If you have no such commitment you should stop reading now.

Each tip is designed to create an opening for action. The questions and assignments are to support you in getting in action.

The best way to use this book is to take on a new tip each week. It will take that to fully do the assignments and answer the questions. This weekly work gives you the opportunity to learn by putting something into practice and learning from the experience.

This doesn't mean you have to wait to read the entire book. Read it as much as you wish. However, working on one tip each week will give you the kind of grasp to have the concepts become the way you “naturally” do things.

The intent here is to keep it simple. Life is simple and we humans spend a lot of time and energy keeping it complicated.

## COACHING TIP

Apply every tip to yourself first. Are you being the person you are asking others to be? Start there, make corrections and fire for effect.

Please do not confuse simple with easy. Being the best at anything requires focus, intentionality and persistence. Your willingness to step up to the plate is inspiring.

Remember, the curse of being aware is that I now can't pretend I don't know or can't see what to do. I now must be responsible for my actions. The good news is that my levels of satisfaction and accomplishment are so much greater.

Coaches for years have talked about getting their players to take ownership of the team, i.e., be responsible. My question is: did you really give them the *right* of taking ownership? When you do they will take responsibility. It is where you make the biggest difference.

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*“I want to be thoroughly used up when I die, for the harder I work the more I live. I rejoice in life for its' own sake. Life is no “brief candle” to me. It is a sort of splendid torch which I have got hold of for the moment, and I want to make it burn as brightly as possible before handing it on to future generations.”*

— George Bernard Shaw

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## WEEK 1

# DISTINCTIONS

The average human being can identify 20 - 30 distinct colors. An accomplished artist is able to distinguish between thousands of color shades and can produce a powerful work of art.

We experience power in our lives when we are able to first clearly distinguish each aspect of our lives, and then create an opening for effective action. The ability to distinguish things for yourself and others allows you to plan actions that are consistent, replicable and effective.

For example, in football, the distinction “Ten Yard Fade” allows for much more precise actions than “go out for a pass.”

When you or your people feel stuck, stopped or ineffective, look at where you can make further distinctions regarding the problem or situation. Examine where you might have collapsed one aspect of the situation into another and lost clarity regarding what you are really working on.

***Remember—distinctions provide clarity, which provides the power to plan the next action. Be distinct!***

**QUESTION** Ask yourself the following:

What questions can I ask to distinguish the fundamentals of any project for my people and for myself?

## **ACTION**

Create three (3) distinctions that are the “Ten Yard Fade” of a current project. Use them with your team.

# RESULTS

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*“There is one thing stronger than all the armies in the world, and that is an idea whose time has come.”*

Victor Hugo



## WEEK 2

# RELATIONSHIPS – *Responsibility*

The most important thing to say here is simple. Relationships are the key to everything. So, what will have you be more effective in the relationship game? The 0% - 100% principle.

This means you take 100% responsibility for each relationship you have, and at the same time have 0% expectation from the other party.

Hold on, I didn't say that they have no responsibility for the relationship. Of course they do. What I am saying is, you are not interested in that.

You are looking for every place in the relationship where you can take responsibility—remember, responsibility is not blame. There is no “wrong” behavior. There are behaviors that do not work. So, rather than blaming, look to see what action you might take to get a resolution. What if it was your job to have them be successful or satisfied?

## **QUESTION**

In which of my relationships do I have a complaint—the one that I am waiting for them to resolve because it is their turn or their fault? Stop waiting!

## **ACTION**

Take action on any relationship you have that isn't where you want it to be. Let the other person know that you want to have a great relationship. Invite them to come play.